

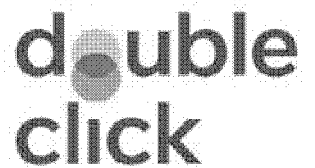
EXHIBIT 114

REDACTED

2008 Strategic Planning

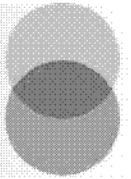
DoubleClick Advertising Exchange

July 26th, 2008



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2007 Roadmap Review

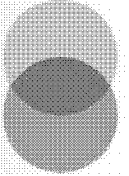


| Q1'07 | Q2'07 | Q3'07 | Q4'07 |
|--|---|---|---|
| <ul style="list-style-type: none"> • Initial design completed • Wire-frames tested | <ul style="list-style-type: none"> • Development commenced • UI developed • Placement creation and management • Ad Slot creation and management • Basic targeting <ul style="list-style-type: none"> • Time-of-day • Day-of-week • Geo • User-list • Site / Channel • Content • Bandwidth • Fold • Customer feedback | <ul style="list-style-type: none"> • Dynamic allocation • Min-CPM at ad slot level • Genre targeting • Spotlight • Bid-rules <ul style="list-style-type: none"> • CPC • CPA • Batch-edit • Change logs • Cognos reporting system • Help • Customer feedback | <ul style="list-style-type: none"> • Localization • Multi-currency (at risk) • In-line edit or spreadsheet upload • Bid-rules <ul style="list-style-type: none"> • Impression goal • API support • Seller Directory |

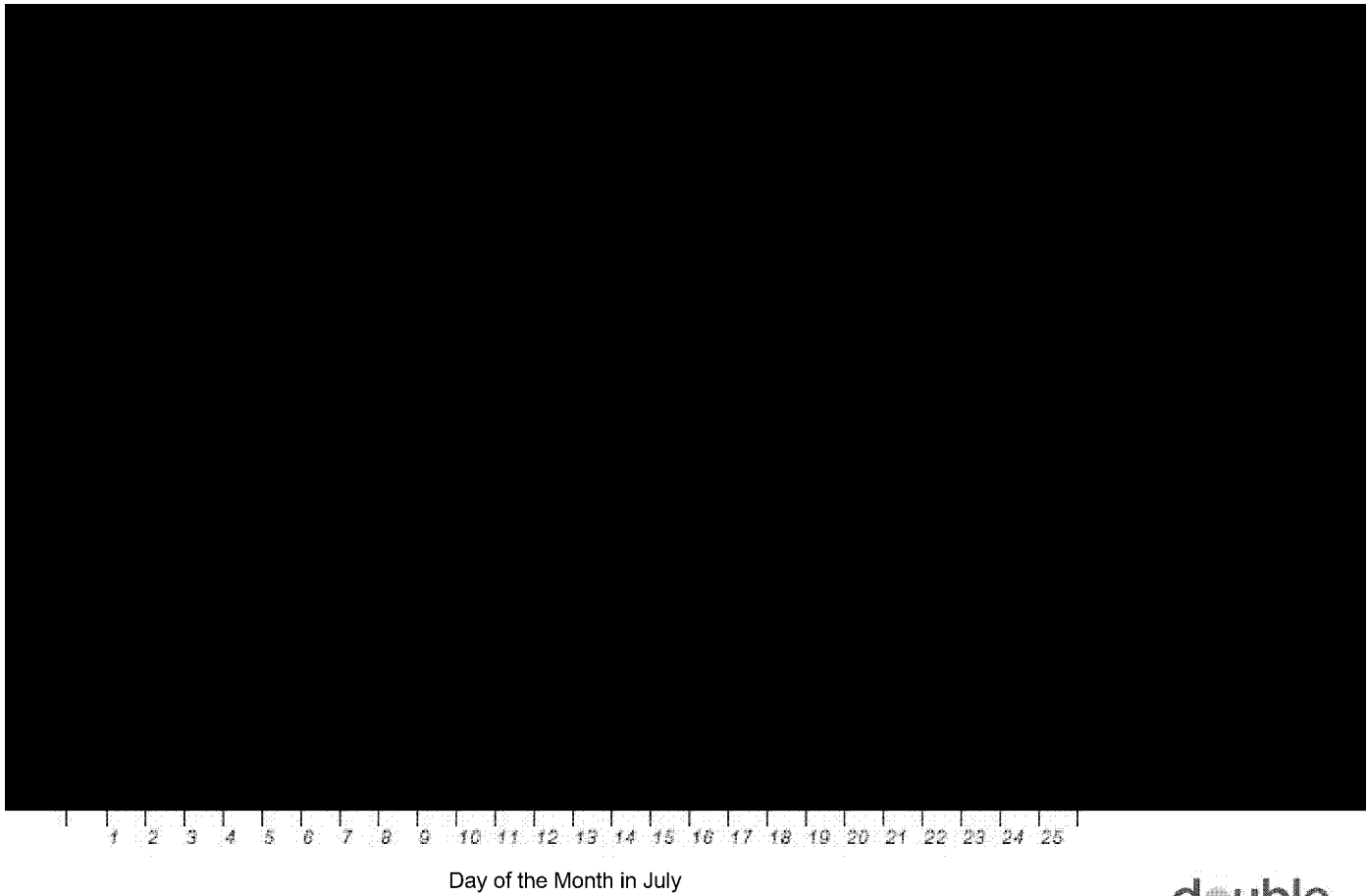


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AdX Volume for July 2007



Impressions



double
click

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